

The Analysis of the Influential Factors of Domestic Residents' Information Demand

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Abstract—With the rapid development of information technology associated with the increase of information consumption, information demand is having influence on the development of information industry as it is the beginning of information consumption. Researching the information demand of domestic residents can fundamentally solve the shortage and diversity of information demand, and then promote the effective demanding and reasonable using of information. This paper applies normative analysis and empirical analysis related with qualitative analysis to analyse the influential factors of information demand of domestic residents in aspects of information environment, information itself and personal ability of information consumer after investigating the current situation of information demand. And then I provide some specific measures to stimulate the information demand such as optimizing information environment, optimizing information products and enhancing the information ability of individual people.

Index Terms—domestic residents, information demand, influential factors, stimulated measures

I. INTRODUCTION

Information demand is people's requirement for information that in order to meet the material production, information production and living needs. Once realized, it will show as motivating form of action, which is used to dominate people seeking and obtaining information. Therefore, information demand constitutes the enthusiasm and driving force of buying information goods.

As for the rural residents, information is their basic way to get rich, and is their tool of production, and also is an important weapon to face the market. Rural information demand reflects the situation of rural information market, and is the important basis to analyze the change of rural information market and then to predict the developing trend, and also is the start of formulating plans, development strategies and service strategies for agricultural information providers. Farmers' information demand promotes the development of our country's rural informationization, and is the most important aspect to

solve the "these agricultural problems".

On the other hand, by understanding the information demand of city residents, we can combine the government's information resources with people's specific needs, and then explore, utilize and manage the resources of community timely and effectively. Providing information with high quality and diversified services is to arouse the enthusiasm of the residents and meet their satisfaction, so as to promote the development of community's informationization in a better way.

The research on information demand and relative issues is a hot spot in domestic academia. In view of the researching results we can summarize that the scholars have already had comprehensive researches on information service demand; however they did less researches on the demand of information content and information carrier. Demand analysis of farmer information is more completed than of all residents. I will analyse the influential factors and enhancing strategy of information demand in the perspective of all residents.

II. THE DEFINITION OF INFORMATION DEMAND

Information demand "refers to the demand of information when solving different matters in the process of social activities which people engaged in". It is an expected state of information users towards information content, information carrier and information service, which inspires people to carry out information activities. Information demand has its characteristics of extensiveness, sociality and diversity.

III. THE CURRENT SITUATION OF THE INFORMATION DEMAND

The survey report of the current situation of farmer's information demand describes the current situation of farmer's information demand from the carrier, content and services, which then unites with urban residents I provide the following analysis of the current situation of the information demand of domestic residents.

A. Content Requirement: From Single to Multiple

As modern society is an information society, information has penetrated into social production and our daily life. The information content people need includes: the policy, laws and regulations information, science and technology information, market information, labor service and employment information, education, health and entertainment information.

B. Carrier Requirement: From Traditional Media to Modern Ones

Traditional media like newspapers and magazines are the main media form which residents can get information and know more about the outside world, but its usage is decreasing due to its inconvenience, high cost, and timeliness and so on. Along with the price fallen sharply, television and radio have become the most direct and common way to disseminate information, and have been the main way to obtain information. And Internet as a new information communication carrier is used more and more widely. China Internet Network Information Center (CNNIC) issued the 27th statistic report of Chinese Internet network development state in Beijing on January 19, 2011, which showed that the number of the Internet users have reached 457 million by the end of December 2010, increasing of 73.3 million compared with the end of 2009. Mobile phone with its convenience and quickness is gradually stepping into our daily life, through which people get information or communicate with each other.

C. Service Requirement: From One-way Spread to Mutual Communication

People need interactive television so that they would not miss their favorite shows, and rely on the Internet as they can actively search for multifarious information, can play online interactive games, can instantly chat, and can write blog. As backward and one-way model of receiving information cannot meet people's needs, they want to initiatively and interactively receive information. The Internet is an important way to interact, where we can get information and call for help also.

IV. THE INFLUENTIAL FACTORS OF INFORMATION DEMAND

Via describing the current situation of information demand, we can analyse that it is influenced by information environment, information itself and personal ability of information consumers. I will explain it in detail as follows:

A. Information Environment

Information environment is the external factor, which determines people's basic needs and information demand, mainly includes the following aspects:

- The perfect degree of information facilities

Information facilities are the "hardware" of influencing information demand, and mainly include network, communication facilities, workstations, terminal device, database, server, and sharing system etc. Therefore it is the prerequisites of realizing information demand. Only they are perfect enough, will residents desire for

information, when realizing the desire then it is information demand.

- Laws and regulations

In the process of information production, laws and regulations determine whether the information is possible to product. In the process of information dissemination, laws and regulations impact on the cost of information communication and the efficiency of information dissemination service. In the process of using information, laws and regulations restrict the utilization rate of the information and the increasing space of information value. Overall, it is known that laws and regulations affect all aspects of the demand of information content, carrier and service.

- Social culture

Social culture is a complex whole with knowledge, beliefs, art, law, ethics, and customs and habits etc, which influences on the information consciousness and also decide the differences between cultural information content that people needs. Residents' values influenced by social culture restrict the information acquisition behavior to a certain extent.

B. Information Itself

- The quality of information products

At present, Chinese informationalized level is low, information production is still at the primary stage, and the contradiction between information "excess" and "poor" is very sharp, the quality of information products is still relatively low. In this case, some information consumers repress demanding impulses, and some are not cognitive of information demand. Therefore, the quality of information products is critical to the probability of producing information demand. If the quality is too low, it will cost a lot of manpower and time to obtain information, which even may be unvalued. At this rate, the information demand naturally decreases.

- The costs of obtaining information

Through searching, consumers may gain some information about the information products, but we must pay for that. As time goes, the cost of searching is growing. Because of the cost, consumers won't search the information endlessly, but often make a decision after knowing the information of products in rough. When the cost of getting information is more than the expected return, as a rational consumer, they will give up.

C. Personal Ability of the Information Consumer

- Personal income level

Personal income level directly determines the needs of information and the supporting facilities of service, and the difference shows the difference of the ability of information consumption. The improvement of income level will result in the increase of information consumption, which is consist of information demand, information possession, information processing and information regeneration, then information demand also improves apparently.

- The individual educational level

The actual purchasing power equals to man's desire to buy multiplied by the purchasing ability, and the desire

and purchasing ability are closely related to the individual educational level. From the overall situation, those who have higher education know more about the modern society than those who do not, and more intense to aspire for modern life, and also have higher salary, therefore, whose purchasing desire to information commodity is higher. According to the result of the sixth national census in 2010 and the published data by CNNIC, I can get the following table.

TABLE I.
THE RELATIONSHIP BETWEEN EDUCATIONAL BACKGROUND
AND INTERNET USERS

	Total number	The structure of educational background in Internet users	The number of Internet users of each level	The proportion of Internet users in each educational background
Elementary school	358764003	8.40%	38388000	10.70%
Middle school	519656445	32.80%	149896000	28.85%
Senior middle school	187985979	35.70%	163149000	86.79%
College	119636790	23.10%	105567000	88.24%

The analytical results above show that: the higher the educational background is, the bigger the proportion of Internet users is. That is to say, someone whose educational background is higher, his or her demand quantity for information is greater.

- Personal information ability

Residents' information ability is divided into information consciousness, ability of cognizance and practice. The information consciousness refers to the psychological reaction of people to the value of information, their information demand, the relationship between individual activities and information environment, and the function of information system. It makes people know the information and information demand from the objective demand, and then produce the information acts consciously. Cognitive ability is foundation of understanding and expressing objective information demand, and also decides the conversing level from the potential demand to the realistic. Information practicing activities include information exchange, information transmission and information utilization.

Information ability determines the quality and level of information demand, which is an important factor of influencing the information demand. People with higher information ability, whose satisfied chance of information demand is often higher, and whose amount of realitive information demand is larger, thus the level of information demand is higher.

- Personal profession

Nowadays, for paying attention to the training of professional talents, people requiring for information in

different areas is not the same. Every profession has its own specific information, which maybe useless for other professions. And in internal of every professional field, the information demand of different classes is also not the same.

- Consumer psychology

Residents' demand of information belongs to the category of social demand, and is one part of human's overall demand. People of different age, different gender, and different personality and on different time have different psychological characteristics of information demand, which affects their information behavior. On the different stages of implementing information behavior, users' psychology also shows a great difference. Yet the users also have common psychological characteristics, such as defense psychology, free psychology, regular psychological tendency and so on, which impact on the information retrieval behavior.

V. THE MEASURES TO STIMULATE RESIDENTS' INFORMATION DEMAND

The information demand is influenced by various factors, which block or promote the demand in some way, described on previous section. On the basis of exploring the influential factors, I put forward the following measures to stimulate information demand.

A. Optimizing Information Environment

- To improve the information facilities

In the city, the government should give full play on the advantage of the widespread Internet, to make great efforts to strengthen the construction of high-speed broadband, reduce the servicing fee of network, enrich the network content, and perfect the network services of education online and e-commerce. However, rural telephone and Internet penetration rate is very low. So, the government should strengthen the construction of information infrastructure, not only actively providing telephone, Internet and other hardware facilities, but also reducing the cost of rural information service through various ways.

- Perfecting information laws and regulations

The information net consisting of Internet, telecommunication networks and broadcasting television net, provides a convenient way to spread harmful and illegal information. They spread faster, cover more extensive through the network than through the traditional mode of transmission, which not only bring large economic loss, and but also may bring spiritual damage to the information users. This will cause the information users fear and doubt about the information, even if it is reliable, and refuse to accept. This seriously affects the effective information transmission. Therefore, the government needs to regulate information network dissemination behavior and improve information network dissemination legislation, providing legal protection for the effective information transmission.

- Strengthening the construction of information culture

The information culture includes material culture and spiritual form, the behavior style and the system criterion of information culture. Strengthening the construction of the information culture can be from the four aspects.

First, we should strengthen the construction of material culture. Material culture consists of material foundation and information technology. The construction of material foundation had mentioned above; and of information technology, importance should be attached to the research and development of information technology, and accelerating the construction of electronic certification, payment, transaction security system.

Second, we should strengthen the construction of the spiritual concept of the information culture, that is, to prevent information hegemony. We should not only attach importance to informationization in central region then radiating to the surrounding area, but also prevent the "digital divide". We must strengthen the online communication, and prevent the reactionary and healthless information invading at the same time.

Third, we should strengthen the construction of behavior style. That is to set up an active service mode of integrating online resources and providing efficient and appropriate, seamless "system turning around man". So, that makes the behavior style of information culture adapt to the material and technology, and promotes material and technology to improve in return, and then make the information culture maintain a dynamic balance in the process of development.

Finally, strengthen the construction of the system criterion. We should establish ethics and rules of law of information activities, and adjust the activities of social information production, transmission, and reprocessing and using with mandatory and optional means.

B. Optimizing Information Products

We get information products through processing or reprocessing of information, optimizing which is to increase the usefulness and service efficiency. The goodness or badness, and whether easy to get of information products directly affect the information demand.

- Improving the quality of information products

The quality of information products is the usefulness in users' angle, according to which people decide whether need the information products and how much they will need. Improving the quality of information products can realize from the following three aspects: Firstly, the information service agencies regularly clean garbage, yellow and false information and other harmful information. Further, the information providers should improve the timeliness of information. Once information becoming outdated, the value will be greatly reduced, and also the usefulness. Furthermore, the information service agencies do their best to sequence the large number of information in the Internet. The sequenced information is strongly ordered, so that residents will save a lot of time in the searching process.

- Raising the fairness of obtaining information

The unfairness of obtaining information directly causes the differences of information demand, which against to

the balanced development of information industry, therefore, raising the fairness of obtaining information is necessary.

First, establishing the information equity system in the whole society, that is to prevent the monopoly of public information for protecting the information acquisition of minority people. And restricting the information asymmetry and excessive intellectual property protection in business field is strongly needed.

Second, the library and other service institutions should advocate the concept that everyone has the free, equal right to obtain knowledge, narrow digital divide, and offer free, equal service to the public, after all realize the accessible obtaining of information resources.

- Reasonable using of information dissemination way

The reasonable selection of information transmission channels can promote the information disseminating effectively, and can save resources, and also can be more convenient accessing to residents. The small length and entertainment news can use the mobile phone, which can ensure timeliness and convenience. The latest technology may use the Internet, because this information is more complicated and larger usually. And the information with privacy and about law can choose paper literature as the carrier, which is conducive to the preservation and having the caution.

C. Enhancing Individual Ability

- Increasing the income of residents

Income determines the paying ability for information of the residents, which is the basis of information demand. Increasing the income can achieve from these two aspects: one is to increase wage earning, and raise the threshold of individual income tax; the other is to improve the ensurement of lowest life, this make low-income people also have the ability to pay for the information.

- Popularizing the informationalized training

Popularizing the informationalized training is to improve the information practicing ability of residents, which basically have obtaining ability, processing ability, using ability and transmission ability, etc. The improving of information ability makes people more likely to meet the information demand, thus increasing the information demand. The main training ways include school training, social training and self training.

- Enhancing residents' information consciousness

Enhancing residents' information consciousness can achieve from the two aspects: first, strengthening the technology consciousness, market consciousness and information consciousness of various governments and the enterprise operator; Second, information institutions should take it as own duty to enhance the information consciousness of whole society, and use means of advertise, price, public relations, business promotion to strengthen the popularization and publicity of information knowledge, that let the whole society be conscious of the importance of information, and cultivate the information market effectively, then increasing information consciousness.

VI. CONCLUDING REMARKS

It is an eternal theme for information workers to provide information users information services with high efficiency, high quality, and to satisfy user's information demand utter mostly. Although the information demand was restricted by various factors, we can stimulate residents' information demand as long as improving the residents' information consciousness constantly, improving information infrastructure gradually, and optimizing the information products, developing effective information service actively.

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